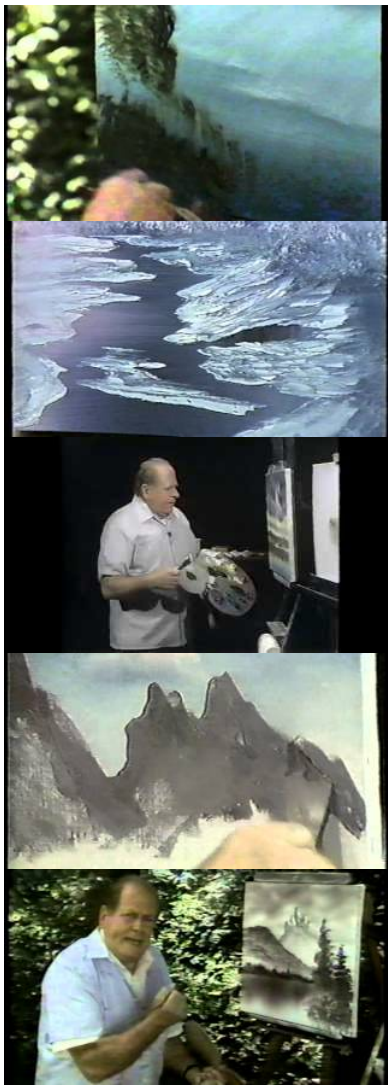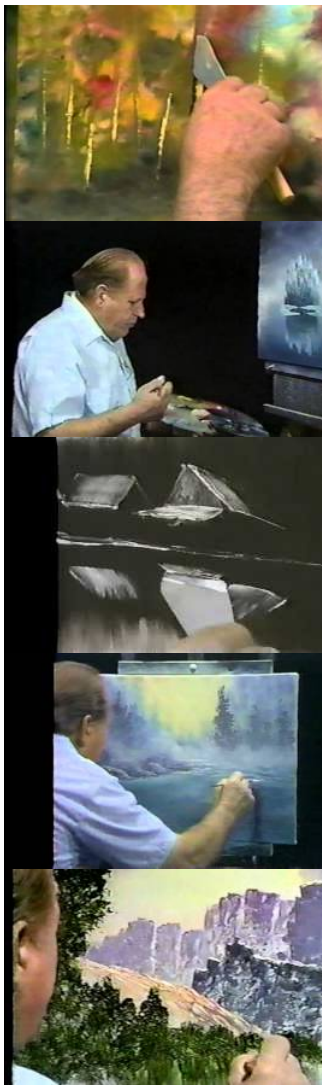W. ALEXANDER